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# Oral History Conversation with Nick Sandoval


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## ORAL HISTORY CONVERSATIONS WITH CHANGEMAKERS

By Students in PHILOSOPHY 332: Business Ethics | Spring 2018

NICK SANDOVAL  
(CREATE PURPOSE)

Conducted by Roc Beas, Courtney Coddington, Kristina Overman, and Parker Schulz

00:00:00.350 --> 00:00:06.410

This is an oral history conversation on social enterprise between students in business

00:00:06.420 --> 00:00:12.510

ethics at the University of San Diego and Mr Nicholas Sandoval, founder and CEO

00:00:12.540 --> 00:00:14.500

at Create Purpose. Nick, before we begin the conversation

00:00:14.500 --> 00:00:19.180

proper and just by way of an introduction to scholars

00:00:19.180 --> 00:00:23.320

who would be listening to the record of this conversation, could you give us

00:00:23.330 --> 00:00:26.350

a brief overview of what Create Purpose does?

00:00:26.350 --> 00:00:29.350

Yeah we focus on development programs for

00:00:29.350 --> 00:00:35.480

abandoned children living in orphanages. That's as brief as you get.

00:00:35.480 --> 00:00:40.210

So to start this off, we would like if you could take us back

00:00:40.210 --> 00:00:43.210

to a specific childhood experience

00:00:43.210 --> 00:00:44.800

that you might be able to connect to

00:00:44.800 --> 00:00:47.320

the kind of work you are doing at Create Purpose.

00:00:47.320 --> 00:00:50.090

What's your source of inspiration?

00:00:50.090 --> 00:00:51.290

Motivation?

00:00:53.240 --> 00:01:00.190

I think for me it was not one specific memory or experience it was the

00:01:00.200 --> 00:01:03.710

fact that I mean growing up I just had

00:01:03.720 --> 00:01:07.750

a lot of people who were rooting for me. I had

00:01:07.760 --> 00:01:13.820

a lot of, whether it was family or mentors, teachers or, you know, community

00:01:13.830 --> 00:01:14.960

organizations I was always

00:01:14.970 --> 00:01:21.960

a part of. It was really... it helped me, you know, be successful in whether was

00:01:21.970 --> 00:01:23.820

in college or my career, when I started

00:01:23.860 --> 00:01:29.800

a consulting business and when I had gone to the orphanages I realized that there

00:01:29.810 --> 00:01:30.300

was just

00:01:30.310 --> 00:01:37.630

a complete lack of that. It was complete lack  
of of sort of thinking about tomorrow

00:01:37.780 --> 00:01:41.480

and thinking about what happens after  
we leave these homes so we have

00:01:41.490 --> 00:01:46.670

a lot of mission trips and  
charity organizations that go and you know

00:01:46.680 --> 00:01:51.050

they do food and they give clothes and  
they give plastic toys that end up in the

00:01:51.060 --> 00:01:57.230

garbage the next day and we pile them in  
by the bus loads you know whether your

00:01:57.240 --> 00:02:03.980

a church or anyone you know. And I was  
as I was seeing this same sort of

00:02:04.020 --> 00:02:09.130

cycle for ten years with well intentioned  
people going for the day and you know

00:02:09.190 --> 00:02:15.430

playing with the child whether in Mexico  
or Africa. And then they leave feeling

00:02:15.440 --> 00:02:20.190

really good about themselves posting the  
photo on social media thinking that you

00:02:20.200 --> 00:02:24.620

know they changed the world for that day.  
Well if you're an abandoned child and

00:02:24.630 --> 00:02:29.360

specifically living in an orphanage, what  
happens on Tuesday morning when it's not

00:02:29.550 --> 00:02:35.200

you know when there's no group and it's  
just you and you know fifty other children

00:02:35.210 --> 00:02:42.210

with three other caretakers and no life  
skills and no one. The teachers

00:02:42.220 --> 00:02:48.070

were sort of you know write you off because  
you were an orphan... There was no mother

00:02:48.080 --> 00:02:53.650

that's fighting for you or father that you  
know is teaching you how to play catch. And

00:02:53.660 --> 00:02:55.110

I had all those things and yeah I had

00:02:55.120 --> 00:02:59.510

a lot of you know we all have  
family things growing up

00:02:59.520 --> 00:03:05.800

a lot of us are you know fortunate  
enough to have the the cookie cutter

00:03:06.750 --> 00:03:11.020

childhood and you know I didn't have it and  
I went through divorce and went through

00:03:11.030 --> 00:03:13.070

a lot of or you know my  
parents went through

00:03:13.260 --> 00:03:18.130  
a divorce and those hard and all these  
things. But I still had the community and

00:03:18.140 --> 00:03:24.080  
I still had family and I still had  
people and without those people I have no

00:03:24.090 --> 00:03:31.010  
idea where I would be right now and  
these children don't and after

00:03:31.020 --> 00:03:36.410  
seeing that like I said for year after  
year and thinking how fortunate that I

00:03:36.410 --> 00:03:43.120  
was and then seeing... I don't know, coming and  
seeing in the States just how fortunate

00:03:43.130 --> 00:03:48.630  
we all are. I mean, because even if we're  
born into bad circumstances there's always

00:03:48.650 --> 00:03:53.680  
a community program that we have access  
to. And going to Mexico, in Tijuana

00:03:53.690 --> 00:04:00.590  
a lot over the years it was... there's  
not that same access so you see

00:04:00.600 --> 00:04:07.480  
these children. They grow up and  
they end up in prostitution or

00:04:07.490 --> 00:04:14.080

they end up in the cartels or in jail or  
on the streets and it's funny because in

00:04:14.140 --> 00:04:18.630

you know we're jailing them and and we're  
not thinking about the source of the

00:04:18.640 --> 00:04:25.470

problem and so I just figured, you know,  
what was that saying... " if not me who and

00:04:25.470 --> 00:04:28.720

if not now when?" and so we just gotta take

00:04:28.740 --> 00:04:34.340

a leap of faith then started Create Purpose.  
Figuring it out.

00:04:35.470 --> 00:04:38.700

So I kinda want to play off what you said,  
you said they come for a day

00:04:38.760 --> 00:04:41.840

and you were telling us something  
to the affect

00:04:41.870 --> 00:04:46.490

you have related your own experience  
of doing volunteer service trips in Baja,

00:04:47.010 --> 00:04:51.360

and you mention how do you really realize that  
the stuff you were bringing to the  
orphans was kind of

00:04:51.370 --> 00:04:53.380

only helping them survive

00:04:53.520 --> 00:04:58.590

the day to day but not really as people.

I'm wondering where there any specific

00:04:58.600 --> 00:05:02.980

experiences in your own life where  
you felt difference between surviving

00:05:02.990 --> 00:05:06.950

and thriving and could you take us back  
to an instance like that?

00:05:07.840 --> 00:05:09.950

Uhh... not so much, I

00:05:09.950 --> 00:05:14.410

had I was you know even though  
the family sometimes felt like we had

00:05:14.420 --> 00:05:20.460

a bootstrap. I feel like I always had...  
we were never in survival mode.

00:05:23.910 --> 00:05:28.190

But I think going back to that it was because  
these I mean you know I was fortunate

00:05:28.200 --> 00:05:33.620

enough not privileged by any means but  
fortunate enough to be in the right

00:05:33.630 --> 00:05:40.440

schools and have the right teachers and  
to even if times got hard to

00:05:40.450 --> 00:05:46.740

have the I guess the emotional intelligence  
or the behavioral intelligence to, um, to

00:05:46.750 --> 00:05:53.320

get through it and to learn  
from it and to progress



00:05:54.290 --> 00:05:59.260

so I think that's the... Yeah, I don't think that was ever a thing.

00:05:59.260 --> 00:06:01.290

So it seems like

00:06:01.290 --> 00:06:04.600

you say that you've been thriving but if you maybe think of

00:06:04.610 --> 00:06:10.310

a point where you were able to determine that, "hey I've been thriving while others have just been

00:06:10.410 --> 00:06:16.610

surviving" or kind of just at what point did you recognize the difference in your natural

00:06:16.620 --> 00:06:20.300

at what you were given versus what others were.

00:06:20.720 --> 00:06:23.720

I was, um...

00:06:23.720 --> 00:06:29.580

So before I would you know chose abandoned children I chose orphanages or

00:06:29.590 --> 00:06:35.600

they chose me, I don't know. I would do the do the homeless and do the you know I go

00:06:35.610 --> 00:06:38.910

and volunteer in the with the homeless population or the veterans or old the

00:06:39.210 --> 00:06:42.530

retirement homes and you see I guess

00:06:42.540 --> 00:06:48.950

a little bit of that and all in all areas  
of need, in all vulnerable populations. But

00:06:48.990 --> 00:06:53.750

when I saw when I was like, all right I'm  
going to focus my efforts on abandoned

00:06:53.760 --> 00:06:56.030

children I joined

00:06:56.040 --> 00:07:02.440

a board of directors after I've gone some  
years volunteer ing where they sort of

00:07:02.450 --> 00:07:05.100

any time without an orphanage they  
rolled out the red carpet because

00:07:05.110 --> 00:07:08.530

a board member there then you know they  
need to see the numbers as they rolled out

00:07:08.540 --> 00:07:12.750

the red carpet and so I got a behind the  
scenes look at a lot of children's homes

00:07:12.760 --> 00:07:19.750

a lot of these orphanages and when I... I  
mean I would go every other week sometimes

00:07:19.760 --> 00:07:19.960

once

00:07:19.970 --> 00:07:27.040

a week. And when you see it over and over

and over again I mean it's obvious it's

00:07:27.050 --> 00:07:31.700

obvious where the need is obvious that,  
you know these children are having donuts

00:07:31.710 --> 00:07:35.770

for dinner no lunch and then cereal  
for breakfast so obviously there's

00:07:35.780 --> 00:07:41.750

a there's nutritional needs there's needs  
for support it's just staring you in the

00:07:41.760 --> 00:07:45.950

face they every time  
you go down there it's kind of hard not.

00:07:47.030 --> 00:07:52.090

To see yourself as privileged and I don't  
want to think by any or to come across

00:07:52.360 --> 00:07:57.470

by any means that you know, I was  
thriving or you know it but at the same time

00:07:57.480 --> 00:08:03.480

I knew that I was very fortunate and I  
knew to even just being born here being

00:08:03.490 --> 00:08:06.430

born into parents having a mother  
that you know that love me having

00:08:06.440 --> 00:08:12.890

a father that helped you know as part  
of the the my childhood. It's very

00:08:13.480 --> 00:08:17.600

obvious when when a four year old or

00:08:17.610 --> 00:08:21.570

a three year old baby two year old baby  
looks at you and calls you papa and the

00:08:21.580 --> 00:08:23.110

first time a you know ten minutes in

00:08:23.120 --> 00:08:28.550

a meeting him it's obvious when you know...  
When you hear the numbers that there's

00:08:28.560 --> 00:08:32.030

you know thirty thousand children living  
in orphanages in Mexico or four hundred

00:08:32.039 --> 00:08:38.909

thousand without without parental supervision  
or parental care so I think it when I

00:08:38.919 --> 00:08:44.690

mean this is this is for all of  
us I mean we all resonate with

00:08:44.700 --> 00:08:50.590

a cause or something and when it  
resonates it's just so obvious it does I

00:08:50.600 --> 00:08:57.220

mean it's you know I want that's what I  
choose I want to give back here. Because

00:08:57.600 --> 00:09:01.160

I don't know whether they're suffering or  
whether there's just, a need is there

00:09:01.160 --> 00:09:04.840

For me it was abandoned  
children.

00:09:06.340 --> 00:09:07.840

So your website features

00:09:07.840 --> 00:09:11.800

a quote about STEAM,  
the approach to education that  
you use in Create Purpose.

00:09:11.800 --> 00:09:19.410

It says: "STEAM re presents a paradigm shift  
from traditional education philosophy, based on  
standardized test scores,

00:09:19.410 --> 00:09:24.720

to a modern ideal which focuses on valuing  
the learning process as much as the results."

00:09:24.720 --> 00:09:27.310

Could you walk us through how you came to

00:09:27.320 --> 00:09:30.490

choose this approach? And could you  
elaborate on how STEAM

00:09:30.500 --> 00:09:35.430

differs from the traditional education?  
Maybe with some examples of your own

00:09:35.440 --> 00:09:42.090

experience from working with the child.

Yeah well

I think it starts but I don't work with

00:09:42.100 --> 00:09:44.310

the children I am not qualified I am not

00:09:44.320 --> 00:09:48.680

a teacher. My Spanish is  
very "como así así "

00:09:48.680 --> 00:09:53.340

But it was it's I mean

STEAM's nothing new it's just

00:09:53.350 --> 00:10:00.490

a approach. Science, technology, engineering,  
art, and math that we've actually we've bought

00:10:01.160 --> 00:10:06.370

For our garden based learning program we've  
bought a curriculum developed by 4OH.

00:10:06.410 --> 00:10:11.790

And the University of Purdue that sort of  
weaves in all of those elements into our

00:10:11.800 --> 00:10:18.770

garden based learning program so how it  
does you have to talk to my team about that

00:10:18.780 --> 00:10:22.330

I know it's... It's not sitting in

00:10:22.340 --> 00:10:26.940

a classroom. It's not memorization for

00:10:26.950 --> 00:10:33.280

a test. It's project based learning  
it's hands on learning it's.

00:10:34.630 --> 00:10:35.650

Taking

00:10:37.190 --> 00:10:42.400

a garden from seed to harvest to

00:10:42.440 --> 00:10:48.250

astronomy to compost and in the construction  
of the garden you're implementing

00:10:48.260 --> 00:10:55.150  
 mathematics in the measuring of it you're  
 you're acting out the children are acting

00:10:55.160 --> 00:11:01.750  
 out how a seed gross and or drawing  
 the tree that's been that's been

00:11:01.880 --> 00:11:04.720  
 a part of their lives you know that are  
 from this is they've grown up that they've

00:11:04.730 --> 00:11:10.030  
 never really looked at. It's I  
 mean it's just weaving in these

00:11:11.260 --> 00:11:16.580  
 these skills that we're going to need for  
 the future. These skills that we have

00:11:16.840 --> 00:11:20.110  
 STEAM exactly I can give you

00:11:20.150 --> 00:11:25.160  
 a few examples. Really more  
 than anything it's a it's just

00:11:25.170 --> 00:11:27.800  
 a hands on approach to learning.

00:11:29.740 --> 00:11:37.400  
 I have a question kinda going off of that.  
 So you talked about previously

00:11:37.450 --> 00:11:43.310  
 going and seeing that these kids needed  
 more than material goods

00:11:43.310 --> 00:11:46.530  
 They needed this kind of support and

now you have Create Purpose

00:11:46.960 --> 00:11:50.050

What kinda? What drove you to

00:11:51.190 --> 00:11:55.540

go from one situation where you're

00:11:55.750 --> 00:11:59.680

a volunteer to where you're actually  
creating a program for them?

00:11:59.680 --> 00:12:02.680

How did you incorporate those two?

00:12:02.680 --> 00:12:05.180

so I'm a business guy I was

00:12:05.190 --> 00:12:10.750

a business consultant. Since I thought  
that was going to be my path I was sort of

00:12:10.790 --> 00:12:17.160

building my network building my  
company and part of my network I was

00:12:17.170 --> 00:12:24.180

a rotarian. And so bless their hearts, you  
know, bunch of successful ninety year old

00:12:24.640 --> 00:12:31.370

men telling you. You know that we're  
sipping whiskey and beer and cigars

00:12:31.720 --> 00:12:36.980

over the fireplace and they knew what I  
was doing and they knew that my heart was

00:12:36.990 --> 00:12:41.080

there. Talked about all the time.



Back when I was consulting

00:12:41.110 --> 00:12:42.870

I maybe you worked six hours

00:12:42.880 --> 00:12:48.490

a week and we always found myself going  
down to Mexico that's where my heart was.

00:12:49.340 --> 00:12:55.630

And I remember a man, David Whitehead.

00:12:55.700 --> 00:12:59.260

David hope you're still alive haha

00:12:59.260 --> 00:13:06.140

Old man. Beautiful soul. We went down to  
La Paz, Mexico and didn't even know the man

00:13:06.730 --> 00:13:11.670

and he's asking "Oh what do you do?"  
We're just talking business and I was doing

00:13:11.810 --> 00:13:16.990

Energy Consulting but I was also I mean  
social media marketing you know a S.E.O.

00:13:17.640 --> 00:13:23.200

Also I was partners in a couple of other  
small businesses. He said man you're doing

00:13:23.210 --> 00:13:31.220

a lot! Imagine if you just put your focus on  
one thing and that stuck with me for a while.

00:13:31.220 --> 00:13:37.270

And then I saw... but I like champagne  
right? I mean I don't want to go into

00:13:37.280 --> 00:13:42.990

the nonprofit space, you know?  
I like to travel and like the finer things in

00:13:43.000 --> 00:13:49.640  
life right? And then I saw a TED talk  
The Way We Think About

00:13:49.680 --> 00:13:56.200  
Charities Is Dead Wrong by Dan Pollatta.  
And it blew my mind and it completely changed

00:13:56.210 --> 00:14:02.100  
the way that I think about charities, about  
giving, about nonprofits.

00:14:02.170 --> 00:14:05.100  
I say it like that just because nonprofit is such

00:14:05.110 --> 00:14:11.990  
a backwards way of thinking about this  
industry of love. It already puts us

00:14:12.000 --> 00:14:15.570  
behind the eight ball by saying non profit  
we're not supposed to make profit not

00:14:15.600 --> 00:14:21.210  
supposed make money. And I think for  
too long we've thought negatively about

00:14:24.240 --> 00:14:25.260  
What it means to be

00:14:25.270 --> 00:14:31.610  
a nonprofit how it means to  
serve the world and so after I

00:14:32.370 --> 00:14:35.640  
It's been sort of a series  
of open doors and God made it

00:14:35.650 --> 00:14:42.340

very obvious to kind of. To start  
something that could change the world

00:14:43.000 --> 00:14:44.280

to get I think people thinking

00:14:44.290 --> 00:14:49.970

a little bit differently about how they  
give. To build sustainable results and so

00:14:50.060 --> 00:14:54.460

to build sustainable systems so that we're  
not, people aren't constantly asking for

00:14:54.470 --> 00:15:00.390

a handout. In the orphanage but also  
as an organization as an institution

00:15:01.380 --> 00:15:07.430

so I think and I don't even know if I'm  
coming back around to your question but I

00:15:07.440 --> 00:15:14.310

think it was that specific moment was when  
enough people who have made it and have

00:15:14.320 --> 00:15:20.650

lived their lives and who you respect as men  
and as people and women I mean it was

00:15:20.660 --> 00:15:25.950

incredible women who paved this way as well  
when enough of them tell you to sort of

00:15:25.960 --> 00:15:30.060

follow your dream and it looks like this  
is your your dream and then when you kind

00:15:30.070 --> 00:15:36.870

of put the pieces together and they  
all start falling into place. It's

00:15:36.880 --> 00:15:43.130

just I don't think it was just one aha.  
That's when it all came together but I

00:15:43.140 --> 00:15:49.580

think it was. I thought I could  
change the world. And I think I can I

00:15:49.590 --> 00:15:51.300

think I mean we can.

00:15:56.570 --> 00:16:01.280

So Nick, how did you get people to  
understand and believe in your vision

00:16:01.280 --> 00:16:03.610

And the approach you're taking to

00:16:03.640 --> 00:16:10.010

educate young kids for example what did  
local community leaders think about STEAM.

00:16:10.010 --> 00:16:14.530

Could you walk us through the process of how  
you gained their confidence about the value

00:16:14.530 --> 00:16:17.530

of this solution. Yeah that's the

00:16:17.530 --> 00:16:24.380

That's always the battle but I don't think  
it's not whether it's STEAM or it's

00:16:24.390 --> 00:16:28.230

or formal education no one's going to  
argue the fact that you've got to teach

00:16:28.240 --> 00:16:33.300

orphans education you've got to give  
education orphans. How people we're going

00:16:33.310 --> 00:16:39.110

to lift people out of poverty is through  
education. I don't think that's the sell

00:16:39.120 --> 00:16:45.020

here or come follow me or  
come I think what we're doing

00:16:45.600 --> 00:16:52.430

is building a community, an  
institution, that's focused on

00:16:52.470 --> 00:16:58.050

not only education but the method of it so  
whether it's STEAM or technology or art

00:16:58.920 --> 00:17:03.060

it's all it's all. STEAM is just, I mean  
science technology engineering art math

00:17:03.070 --> 00:17:06.620

you know it's all encompassing we just  
are going to do really cool things

00:17:06.620 --> 00:17:11.690

we're going to educate these children really  
cool ways. But then when you talk about

00:17:11.690 --> 00:17:17.470

data driven and we're working with you  
know several partners on both sides of the

00:17:17.480 --> 00:17:22.869

borders we're talking about not being  
an American company who's coming in and

00:17:23.090 --> 00:17:28.130

Oh, instilling our will into the city into  
the orphanage but it's working with the

00:17:28.140 --> 00:17:32.730

community. Talking with the orphanage  
What do they want? What do they need? It's

00:17:32.740 --> 00:17:38.280

working with the local you know Tijuana  
universities and say hey this research

00:17:38.330 --> 00:17:43.990

doesn't exist let's be innovators and  
let's get this let's get these numbers

00:17:43.100 --> 00:17:50.050

let's get this data and it's working with  
the local you know business leaders to

00:17:50.060 --> 00:17:55.470

say hey how you guys are giving right now  
I'm not saying it's wrong but it's wrong.

00:17:56.250 --> 00:18:02.990

I mean we're so focused on giving  
communities fish and it's funny that when I

00:18:03.000 --> 00:18:07.950

first went down and had my meetings I would  
say, I would talk about how I would give

00:18:08.380 --> 00:18:14.150

I gave the clothes, I gave the cakes, I gave  
the piñatas and the toys and there

00:18:14.150 --> 00:18:17.720

at the end of the meeting it's always,  
I mean I know that's what they're doing

00:18:17.730 --> 00:18:21.590

now I know that's what they were doing  
because that's how we're giving so it's easy

00:18:21.590 --> 00:18:27.340

to say hey I know how you're giving.  
That's not working, we've been doing it for

00:18:27.350 --> 00:18:33.390

decades. Let's try this through education.  
Let's work bi-nationally. Let's put

00:18:33.400 --> 00:18:39.730

a really smart people around  
orphans. Let's build processes and

00:18:39.740 --> 00:18:43.280

a program and scalable model, build a

00:18:43.290 --> 00:18:48.710

a scalable model so we can replicate this  
to different orphanages, different cities

00:18:48.720 --> 00:18:54.780

all around the world. Let's do that and  
it's not, it's honestly ... it wasn't that

00:18:54.780 --> 00:18:56.770

difficult of a sell.

00:18:56.770 --> 00:19:03.010

People are tired of the way  
that things are currently exist whether

00:19:03.020 --> 00:19:09.640

it's in business or politics or nonprofit.  
People want to see an impact.

00:19:09.640 --> 00:19:16.860

I think we've not been seeing impacts  
in these big nonprofits that we've

00:19:16.870 --> 00:19:22.240  
been that we've been supporting for  
a long time I also think people or

00:19:22.430 --> 00:19:27.910  
a little wiser these days I hope that we  
know that hey we're going to invest in

00:19:27.920 --> 00:19:31.470  
education but you're  
not going to see it in

00:19:31.480 --> 00:19:35.140  
a month. You're not going  
to see those results in

00:19:35.150 --> 00:19:41.190  
a year this is long term. But here's  
the numbers every step of the way.

00:19:42.570 --> 00:19:46.350  
And to be a little conscious coming from

00:19:46.360 --> 00:19:53.220  
a business background that people I  
mean they need to be pinged.

00:19:53.230 --> 00:19:56.260  
They need, Here's an e-mail  
here's a photo here's a

00:19:56.270 --> 00:20:01.170  
a you know here come here's an invitation  
to an event and just keep them in this.

00:20:04.080 --> 00:20:10.630  
Yeah just keep in their ear



this keep in their ear keep continually

00:20:10.640 --> 00:20:14.660

evolve but yeah I think it wasn't that it was that difficult. Educate orphans want

00:20:14.670 --> 00:20:17.740

to come? You had me at orphan so.

00:20:21.920 --> 00:20:27.340

Could you have elaborate a little more on the social impact of Create Purpose or

00:20:27.380 --> 00:20:32.260

How it has made a difference in the lives of the children who are currently in the program.

00:20:32.270 --> 00:20:35.350

Yeah I would love, that's funny I

00:20:35.350 --> 00:20:40.500

was just talking about this I would love to tell you that we've been able to see

00:20:40.510 --> 00:20:46.190

twenty five percent decrease in aggression in though in X

00:20:46.200 --> 00:20:52.610

Number of children. We've been able to increase efficacy by X percent.

00:20:53.420 --> 00:20:58.290

But we're not there yet. But I know that's what it is that's where we're going

00:20:58.300 --> 00:21:01.160

that's why we're going to universities because the really smart people are putting

00:21:01.170 --> 00:21:06.120

those numbers together and we're figuring  
that part out so by the time I watch this

00:21:06.120 --> 00:21:09.520

and you guys dig this capsule up out of the  
ground that you're going to be buried in

00:21:09.530 --> 00:21:16.110

for one hundred years. Hopefully we have  
some really great quantitative data. What I

00:21:16.120 --> 00:21:22.160

do know are the stories I know that the  
director of the orphanage is telling us

00:21:22.480 --> 00:21:26.100

that they're collaborating more and that  
they're getting along better they're

00:21:26.700 --> 00:21:30.500

they're not getting in trouble as much  
in school that they're connecting what

00:21:30.510 --> 00:21:34.970

they're learning in the garden to what  
they're learning in school I can tell

00:21:34.980 --> 00:21:41.560

you that one child in our technology  
program. They for six months when we started

00:21:41.570 --> 00:21:46.250

the program they would never enter the  
program our class our programs are not

00:21:46.260 --> 00:21:51.330

mandatory you want to come kid come and  
most come but one didn't we found out

00:21:51.340 --> 00:21:55.770

later that it was because he was the most  
behind in his academics and he was he

00:21:55.780 --> 00:22:00.750

didn't want to feel stupid you know because  
it's just more of the same you know

00:22:01.660 --> 00:22:05.690

after six months he finally came into  
one of our class in this was about nine

00:22:05.700 --> 00:22:10.830

months ago and today he's the  
best coder in our program.

00:22:12.230 --> 00:22:17.090

So I know you know I don't come from an  
education background I don't come from

00:22:17.100 --> 00:22:18.910

a community development  
background I come from

00:22:18.950 --> 00:22:25.580

a business background but I know that when  
I know stories like that matter you know

00:22:25.590 --> 00:22:28.670

I know that when you can get

00:22:28.680 --> 00:22:35.530

a child to be like men you've got no shot.  
You have no program you have nobody and

00:22:35.540 --> 00:22:41.700

you put and you empower him it's been  
beautiful to see to see that growth and I

00:22:41.710 --> 00:22:46.950

know we're making that change and that's  
not enough for me you though I know that we

00:22:46.960 --> 00:22:50.830  
are going to data. I know we are going  
to have to tell those stories to

00:22:50.840 --> 00:22:55.500  
a bigger audience right now we're working  
on our marketing though so give us

00:22:55.880 --> 00:23:02.510  
a break. How many children  
comprise of covert our first

00:23:02.520 --> 00:23:08.030  
cohort. How many do we our first orphanage  
that we worked with or when we first

00:23:08.040 --> 00:23:14.720  
went down to our villages right now.  
Eighty children in our programs. As

00:23:14.730 --> 00:23:21.040  
a garden based learning program and  
technology program. And what. Were

00:23:21.430 --> 00:23:25.760  
receiving before create I mean  
they go to public school actually and

00:23:25.770 --> 00:23:32.310  
some of them even go to private school.  
But they're going to need some

00:23:32.630 --> 00:23:39.630  
extra help and I mean the public school  
system in Mexico. I mean it is just

00:23:39.630 --> 00:23:46.050

is what it is. I am not in on the comparing. If  
I don't know if it's even better here I

00:23:46.060 --> 00:23:49.600

know it's not up to par and they're not  
getting what they need and there's even

00:23:49.620 --> 00:23:54.410

these home with life skills so we just come  
and supplement what they're learning in

00:23:54.420 --> 00:24:00.560

school with with after out of school  
programs. So yeah they're getting

00:24:00.580 --> 00:24:07.520

an education, it's just not good  
enough. Would you be able to share

00:24:07.530 --> 00:24:14.330

and stories what they think or feel about  
Steam compared to who and in the current

00:24:14.340 --> 00:24:18.030

schools in. I don't know stories...

00:24:18.850 --> 00:24:25.380

a measure of I tell you story stories  
but. I'll tell you that they run to

00:24:25.390 --> 00:24:31.170

class. They run to class. It's the most  
beautiful thing when you hear that bell.

00:24:32.270 --> 00:24:36.970

And so at the bell an orphanage usually  
means order play whatever you're doing you

00:24:36.980 --> 00:24:43.500

file up and zoom and you know for it whether

it's shower or your meal or whatever

00:24:43.510 --> 00:24:50.150

it is cleaning, homework time. They'll line up and so you give them that bell

00:24:50.160 --> 00:24:54.170

they lined up and they know they're going to create purpose class. It's crazy to

00:24:54.180 --> 00:24:59.880

see these smiles and enthusiasm and I mean they run to class you know and it's

00:25:00.030 --> 00:25:06.600

it's beautiful to see their home and their energy. Yeah

00:25:06.740 --> 00:25:10.340

,they just love being outside they love being in the garden. They love learning it in

00:25:10.350 --> 00:25:14.370

front of computer. They love access to technology so.

00:25:17.260 --> 00:25:23.650

How you were able to impact these children and I'm wondering

00:25:23.650 --> 00:25:30.140

what have you been able to learn from them through this. Where they any specific insights

00:25:31.070 --> 00:25:33.990

that made you change how you do things in the organization?

00:25:39.310 --> 00:25:46.170

I mean I've learned a lot. From the kids

00:25:46.540 --> 00:25:53.020

from our staff, from the orphanage  
itself, from the community, from the

00:25:53.030 --> 00:25:59.570  
kids.... I mean I've. I've always learned from  
them, that ,that's the easiest they're the

00:25:59.580 --> 00:26:06.210  
best teachers I mean they're  
the... You last humility, go to an

00:26:06.220 --> 00:26:12.510  
orphanage. If you lack, if you want to be  
inspired, you know just look at their face

00:26:12.520 --> 00:26:16.380  
if you if you lack gratitude,  
which a lot I mean

00:26:16.780 --> 00:26:22.410  
a lot of us I think do. Go to an  
orphanage and you'll see what.

00:26:24.130 --> 00:26:30.960  
The hope and just these beautiful.  
Opportunities in front of you. I

00:26:30.970 --> 00:26:37.690  
I think where I've learned  
more is from just facing

00:26:37.700 --> 00:26:38.850  
this beast of

00:26:38.860 --> 00:26:45.640  
a monster of poverty, and education and  
buying nationalism or by national work, and

00:26:47.710 --> 00:26:52.080  
I mean that would be WAY longer than what

you got, the time that we have to sit here.

00:26:52.900 --> 00:26:56.710

I think what I've learned most. And

00:26:57.580 --> 00:27:02.360

I am a little disappointed I didn't learn it  
when I was in business when I was. You know

00:27:02.370 --> 00:27:08.850

in the for profit industry is  
community organizing, and more specifically

00:27:08.860 --> 00:27:14.440

consensus organizing, and creating win-win  
situations. Whether for the child, whether

00:27:14.450 --> 00:27:17.930

it's with the orphanage itself, or others  
with the government or in on whether

00:27:17.940 --> 00:27:24.710

it's the with the university It doesn't  
matter because when when your values

00:27:24.890 --> 00:27:31.020

align with different  
organizations or people and and

00:27:31.630 --> 00:27:35.540

your entire values don't have the line of  
as an organization but there's going to

00:27:35.550 --> 00:27:42.420

be this sweet spot where which you guys  
want and what we want, a line. And if

00:27:42.430 --> 00:27:46.980

we can work right there and not forget about  
all the rest were right there and then



00:27:46.990 --> 00:27:47.290

you get

00:27:47.300 --> 00:27:52.750

a bunch of different organizations to do  
that you can make some beautiful magic.

00:27:56.330 --> 00:28:02.680

Could you walk us through with what you came up with the ideas for pilot and expansion programs?

00:28:03.870 --> 00:28:09.130

I call it the proof of concept program was  
an occupational therapist from Orange

00:28:09.140 --> 00:28:16.050

County going to an orphanage on Sundays  
for you know four, five hours shout out

00:28:16.060 --> 00:28:22.340

Sarah Harmon. Who. To see  
do these kids even care.

00:28:23.600 --> 00:28:26.790

They're sitting in front of the T.V.

00:28:26.800 --> 00:28:33.210

On Sunday, on weekends or playing soccer  
or or being zoo animals for the gringos

00:28:33.220 --> 00:28:35.240

that go down and you know want to take

00:28:35.250 --> 00:28:41.670

a selfie and saw and they're and  
yet we're battling with the pinatas. Hamburgers

00:28:41.680 --> 00:28:48.200

and clowns. And do these kids even care?

00:28:48.420 --> 00:28:49.820

What happens if we give them

00:28:49.830 --> 00:28:56.740

a computer? And then about two... when  
we went from proof of concept

00:28:56.750 --> 00:29:03.550

to OK let's let's get started was, Sarah our  
occupational therapist stayed the night at an

00:29:03.560 --> 00:29:07.320

orphanage one day and says she's  
in a do an in-depth just kind of

00:29:07.330 --> 00:29:13.490

a lot more one on one with the kids. Goes to  
bed on Saturday. Great day, learning she

00:29:14.010 --> 00:29:20.320

wakes up on Sunday and she's getting the  
room set up her room you know the room set

00:29:20.330 --> 00:29:24.310

up I don't know if she's putting  
alphabets or something but there's

00:29:24.320 --> 00:29:30.400

a gate and then stairs and then there's the  
room and they all knew that she was gay

00:29:30.410 --> 00:29:37.300

in the room set up and one of the youngest  
kid there, Jose, she was still setting it up.

00:29:37.340 --> 00:29:43.700

He's banging on the gate from the from  
the stairs reciting is A.B.C.'s what they

00:29:43.710 --> 00:29:47.830

had learned to get the day before a B. C.

00:29:47.870 --> 00:29:54.770

It was the ,I mean they were begging to go upstairs, you know and it was working like

00:29:54.780 --> 00:30:01.550

these kids are thirsty for something, for anything, or just believe in me.

00:30:02.200 --> 00:30:05.730

You know, something give me sure give me a computer sure give me

00:30:05.740 --> 00:30:07.470

a paintbrush or you know

00:30:07.480 --> 00:30:13.610

a garden, OK. Doesn't matter, just give them something and yeah

00:30:14.450 --> 00:30:15.620

so I think that is

00:30:15.660 --> 00:30:21.180

a proof of concept and our expansion programs. I mean we're in it right now. We have

00:30:21.190 --> 00:30:24.570

a garden based learning program, technology program. We do garden based learning

00:30:24.580 --> 00:30:31.310

because they... Every home, lacks nutrition. Doesn't matter

00:30:31.800 --> 00:30:36.090

what, where you're at around the world, if you're in orphanage you are I don't want

00:30:36.100 --> 00:30:41.450

to say one hundred percent of them, but majority of them are reliant on donations. So

00:30:41.460 --> 00:30:41.540

in

00:30:41.550 --> 00:30:48.890

a lot of those the donations are not the most nutritious. So seeing that norm across all

00:30:48.900 --> 00:30:55.050

of the homes that I had seen. OK let's focus on nutrition they and then sort of

00:30:55.840 --> 00:30:59.710

you know, went into agriculture industry to me because we have this beautiful garden

00:30:59.720 --> 00:31:04.470

that's our classroom is sort of just naturally evolved into the and to cool

00:31:04.480 --> 00:31:09.950

projects. And technology program because they needed

00:31:09.960 --> 00:31:14.970

a practical life skill. When they grow up, when they leave the home and we were

00:31:14.980 --> 00:31:21.020

a little naive when we started that the program. We called it a coding program and

00:31:21.060 --> 00:31:24.460

a lot of these kids I mean it's their first time touching a computer so you know

00:31:24.470 --> 00:31:29.860

it's they're learning how to turn around  
and how to paint and it's fun but

00:31:29.870 --> 00:31:33.560  
a lot of kids are coding and so  
what we've since change the name to

00:31:33.570 --> 00:31:38.110  
a technology program which is giving children  
access to technology. I mean if we're

00:31:38.120 --> 00:31:41.660  
going to talk about education, we can't  
tech, we can't talk about or leave out

00:31:42.810 --> 00:31:49.400  
technology these days. And  
so in your TedX talk

00:31:49.400 --> 00:31:55.850  
You mentioned that create purpose works with local experts and industry experts. Could you walk

00:31:56.210 --> 00:32:03.000  
us through the process of how you build and maintain relationships with these experts....We pay them.

00:32:03.010 --> 00:32:06.270  
that's always a good way. I  
think what separates us from

00:32:06.280 --> 00:32:11.190  
a lot of this volunteer work or this "feel  
good" work, they're paid professionals.

00:32:12.310 --> 00:32:12.650  
I'm

00:32:12.790 --> 00:32:19.590  
a volunteer. But to volunteer  
work. You get volunteer work.

00:32:20.420 --> 00:32:25.930

You know life, or your kids, or your class  
or your car broke down or your car broke

00:32:25.940 --> 00:32:30.760

down you've got to get there, you've got to  
get to work. So I think when it comes to

00:32:30.770 --> 00:32:36.930

the professionals that's the easy part but  
it's their universities really that what

00:32:36.940 --> 00:32:43.520

we want. So those are not we want  
sort of the icing on the cake

00:32:43.860 --> 00:32:49.750

and so that means that we have to build an  
institution ourselves so and so you have

00:32:50.340 --> 00:32:57.280

wanting to, Yes building an institution  
and to partnering with other institutions

00:32:57.290 --> 00:33:03.940

you want research, we have an un-researched  
population. You guys want hours in Mexico,

00:33:03.950 --> 00:33:07.840

I was telling you guys in Mexico in order to  
comply to graduate from university you

00:33:07.850 --> 00:33:13.330

have to complete five hundred hours of  
community service. Great. You guys need your

00:33:13.340 --> 00:33:17.930

students to do community service? We have  
this great place where they can serve. And

00:33:17.940 --> 00:33:22.790

as opposed to them getting coffee or you  
know, filing or doing some mundane tasks

00:33:22.800 --> 00:33:28.540

that they don't want to. They're making  
this, incredible impact. If you're

00:33:28.550 --> 00:33:30.130

a engineering student or

00:33:30.140 --> 00:33:36.200

a computer programming student, you and  
you're teaching an orphan to code, like

00:33:36.210 --> 00:33:41.280

That's gangster! Hey, you know, that it's  
you're using what you're going to school for

00:33:41.640 --> 00:33:44.330

and I mean, that's really special.  
And they're really having

00:33:44.380 --> 00:33:51.370

a really good time.  
is the transition experts

00:33:51.700 --> 00:33:54.810

of the finance like where you  
stand when it comes to meeting

00:33:54.830 --> 00:34:01.430

a funding goal. Oh, Parker So  
far far away you know where

00:34:01.690 --> 00:34:04.790

where  
we stand we don't have

00:34:04.800 --> 00:34:09.300

a very big budget right  
now where we don't need

00:34:09.310 --> 00:34:14.210  
a lot we're building our pilot program for  
our current garden program and technology program.

00:34:15.350 --> 00:34:17.570  
But. We next year we have

00:34:17.580 --> 00:34:23.960  
a lot bigger budget. We've taken three  
years to incubate to figure out who we are

00:34:23.969 --> 00:34:28.139  
and what the heck we're doing so we  
went from I mean our goal is is not

00:34:28.150 --> 00:34:32.620  
a big one it's one hundred thousand dollars  
this year and we are eighty percent

00:34:32.630 --> 00:34:39.580  
away so. That you know we  
just started we just started

00:34:39.590 --> 00:34:41.420  
asking why before we have

00:34:41.429 --> 00:34:47.710  
a great board of directors that really  
support us and up until now and now it's my

00:34:47.719 --> 00:34:51.710  
job to will after the three year mark it's  
kind of nice because that's when grants

00:34:51.719 --> 00:34:55.130  
will take a serious look  
at you. So now it's



00:34:55.139 --> 00:34:59.220

a lot of great writing to start because  
rents are good seed capital for whatever

00:34:59.230 --> 00:35:02.630

you do for social business. So when  
you're looking for donors do you mainly

00:35:02.640 --> 00:35:07.090

look in the United States? I do but I'm  
trying not to because there is

00:35:07.100 --> 00:35:10.570

a lot of money in Mexico and we have

00:35:10.580 --> 00:35:15.150

a really I mean there is and so they're  
trying to change my mind and I'm kind of

00:35:15.160 --> 00:35:16.880

letting them because  
of that border is such

00:35:16.890 --> 00:35:23.850

a pain in the butt, man. And have any of these prospective donors expressed their willingness to

00:35:23.870 --> 00:35:29.280

support the project effected by the fact  
that your venture is located in Tijuana and not in

00:35:29.280 --> 00:35:35.930

the United States? When I was in Redondo  
Beach, yes. So I started this from

00:35:35.940 --> 00:35:41.050

Redondo Beach I'm thinking I could do it  
online and when you're so removed from the

00:35:41.060 --> 00:35:41.880

project

00:35:42.170 --> 00:35:48.730

a lot of the conversations it was very  
frustrating were about puppies and trees and

00:35:48.740 --> 00:35:53.580

I really appreciate puppies and I love trees, but  
we're talking about human element and

00:35:53.590 --> 00:35:59.070

it just frustrated me but I think  
when now we're down here and now

00:35:59.080 --> 00:36:03.710

a lot of the conversation I'm having  
about funding is in San Diego they're

00:36:03.720 --> 00:36:09.220

a little closer to the reality that these  
children when they leave the homes

00:36:09.890 --> 00:36:13.330

they're coming here you know. There's no  
opportunity that they're going on the

00:36:13.350 --> 00:36:19.340

streets there. I mean, they're looking for, you know,  
America and I think if we

00:36:19.340 --> 00:36:24.770

educate them, donors get that. Donors  
get that. And this is something I just thought of on the spot but have you ever thought of

00:36:28.030 --> 00:36:33.230

using what you've been building and what the  
children have been using to, like, maybe

00:36:33.230 --> 00:36:38.160

have them start a YouTube Channel or film themselves because, you know, you

00:36:40.640 --> 00:36:47.010

taught them how to code. Have you ever thought they you know, if one orphanage ran their own video or.. So it's an interesting...

00:36:48.100 --> 00:36:53.520

If you guys are our Facebook or our website there's no faces and

00:36:53.530 --> 00:36:58.510

that's purposeful because these are children are wards of the state and

00:36:59.090 --> 00:37:05.260

a lot of them are hiding from situations so it is illegal for them to put their

00:37:05.270 --> 00:37:12.230

faces on social media. So that was my

00:37:12.720 --> 00:37:15.030

been as a having

00:37:15.040 --> 00:37:21.020

a background in marketing it's very difficult because that face says it all.

00:37:21.840 --> 00:37:25.200

So we've had to get creative and yes I'd love to have

00:37:25.210 --> 00:37:30.740

a You Tube channel with the kids doing it. Nothing would make me happier but we

00:37:30.750 --> 00:37:37.700

can't. So it's getting creative is developing. It's really I'm looking

00:37:37.710 --> 00:37:42.430

forward to develop the right relationships  
in the Mexican government as well to

00:37:42.440 --> 00:37:47.860

service the people who make those laws to  
not get around them but to work together

00:37:47.980 --> 00:37:52.810

on how we can do something  
like that, but we can't yet.

NOTE Paragraph

00:37:54.840 --> 00:38:01.690

Before we started, you had asked us what we thought this role

00:38:01.860 --> 00:38:08.400

was in social problems and I'd like to hear your answer  
to that question. What do I think

00:38:08.580 --> 00:38:15.360

business's role is...great  
question Christina. I

00:38:15.370 --> 00:38:21.960

don't see it as well, I think, that'd be I think naive if I said I don't,

00:38:23.530 --> 00:38:24.610

I don't see it as

00:38:24.620 --> 00:38:30.880

separate. I believe business will  
pick up the developing world. I

00:38:30.890 --> 00:38:36.850

think our youth is getting

00:38:38.230 --> 00:38:39.270

just wiser,

00:38:39.280 --> 00:38:46.220

a little more conscious of  
their health and the health

00:38:46.230 --> 00:38:53.170

of this country of this world depends  
on the weakest link and those

00:38:53.180 --> 00:38:57.810

weak links. So I think, we're for  
instance we're starting to show

00:38:57.820 --> 00:39:02.170

a lot of when you ask millennial young  
people you know where they shop they wanted

00:39:02.180 --> 00:39:02.810

to have

00:39:03.700 --> 00:39:10.690

a social alliance or you know social  
impact and that's why Tom was so great. And

00:39:10.700 --> 00:39:14.490

I think the social part  
of this social business has evolved

00:39:14.500 --> 00:39:21.400

a lot since the Tom's model, the one for one  
model. But what do I think business's role..

00:39:22.200 --> 00:39:28.950

I mean when you talk about corporate  
social responsibility, it's just gotta be

00:39:28.960 --> 00:39:35.560

there. I mean it's not even  
for the poverty stricken

00:39:35.600 --> 00:39:41.930

whatever community you're trying to lift up.  
It's for your own health of sales. It's

00:39:41.940 --> 00:39:48.840  
for, man. What do I think is the...  
I don't know and I can

00:39:48.850 --> 00:39:53.200  
I would I would like to speak more  
on that and when we dig this up in

00:39:53.210 --> 00:39:59.800  
a hundred years, but I mean you...We can't  
separate the two anymore and it's and we're

00:39:59.810 --> 00:40:06.310  
not which is great we're just realizing  
that one begets the other and one has to

00:40:06.320 --> 00:40:08.790  
include, business has to include C.S.R.

00:40:09.370 --> 00:40:16.270  
Business has to lift up the the poverty

00:40:16.280 --> 00:40:17.640  
stricken community that it has it's

00:40:17.650 --> 00:40:23.420  
plant in. It's got to and it's  
it's getting that it can't source

00:40:25.520 --> 00:40:28.300  
child labor cotton for the T-shirts

00:40:28.310 --> 00:40:35.080  
anymore. One because now you're  
probably going to get caught I think so it's

00:40:35.190 --> 00:40:40.710

I think out of necessity that is going  
to they're really going to start getting

00:40:40.840 --> 00:40:47.670  
better and we're seeing that more  
and more I mean everywhere. So, I

00:40:47.680 --> 00:40:48.580  
don't know. I didn't fully answer your

00:40:48.590 --> 00:40:59.820  
question but...Do you  
have any questions for us

00:40:59.830 --> 00:41:03.940  
or any last remarks? Three minutes? Do any of  
you guys want to start

00:41:03.950 --> 00:41:09.650  
a social venture and have you guys  
thought about it before? I've thought about it before

00:41:09.660 --> 00:41:14.810  
My mom actually used to work for a non-profit called  
OneHead and it's based of micro financing

00:41:14.820 --> 00:41:18.540  
and it started with, I can't remember the protagonist's name but a

00:41:18.550 --> 00:41:23.310  
what would happen was their village would all save  
up their money and give the loan

00:41:23.320 --> 00:41:26.590  
to one person so they could buy something and his mom got

00:41:26.600 --> 00:41:30.200  
the loan and that's left over money.. So  
you thought about it whatdid you want to

00:41:30.210 --> 00:41:37.210

do? Or what have you, where  
is your heart? I think the micro finance

00:41:37.250 --> 00:41:43.880

part is real because... They pay it back?  
I think there is a way to do for the

00:41:43.890 --> 00:41:47.970

beneficial for profit C.S.R. work

00:41:48.010 --> 00:41:54.600

that you've been talking about where you  
can either industrial- or bring. They

00:41:54.610 --> 00:41:59.220

naturally that they make it beautiful  
hand willing clothes you can find

00:41:59.230 --> 00:42:05.540

a balance of taking that product and riding them to the markets  
and internationally if so be to

00:42:05.820 --> 00:42:10.840

people get profit from what they're doing...like i think the underlying  
goal has to be to not just

00:42:10.850 --> 00:42:12.500

industrialize like

00:42:12.510 --> 00:42:19.230

a unique form of our tradition. I just think that there  
is ways to connect people together and

00:42:20.480 --> 00:42:26.830

Create value from what's one person's local good.  
You know, one man's trash is another man's treasure and

00:42:26.840 --> 00:42:33.190

someone might not think that, Oh yeah we make these by hand.



These are just what we wear around here but you know in

00:42:33.280 --> 00:42:39.300

the United States, someone might find that attractive and  
kind of just connecting buyer and seller...

00:42:39.540 --> 00:42:44.430

And or maybe you another way to think  
is one man's treasure someone's willing to pay

00:42:44.440 --> 00:42:47.710

a lot more for that across the globe  
because they do

00:42:47.720 --> 00:42:51.590

value those. They do, I mean  
they take a lot of time to be

00:42:51.600 --> 00:42:56.590

a purse maker. Whatever it is but someone in Coronado is going

00:42:56.600 --> 00:42:56.820

to pay

00:42:56.830 --> 00:43:03.200

a lot more for that bag then you know yeah  
I agree. I think the value like might not be economically feasible

00:43:03.210 --> 00:43:09.220

to specialize in making purses in your village,  
however when you are able to connect

00:43:09.230 --> 00:43:09.620

people to

00:43:09.630 --> 00:43:15.180

a market where the market demands a rate at which you  
can then specialize which will then over

00:43:15.190 --> 00:43:20.780

time you know decrease your operating  
cost of you for more efficient. Actually

00:43:20.870 --> 00:43:26.450

in the long term will make the community better  
because the profit generating. So it's good to find

00:43:26.460 --> 00:43:30.550

a way that is just an individual in that  
community that benefits from it. Community.

00:43:30.860 --> 00:43:37.570

In the community you could all come together and if you structure it correctly through that area of  
specialization then

00:43:37.610 --> 00:43:39.960

each person could specialize  
in the supply chain

00:43:40.000 --> 00:43:46.740

and then the whole community could benefit  
from what they like to do. And they don't have to focus on

00:43:46.850 --> 00:43:51.330

oh we all need to get our food for the day and then do these basic tasks before we can get to what would  
actually be

00:43:51.340 --> 00:43:58.130

a profit driver instead of just something they had to do to survive. Well,  
I think I think just like to close out

00:43:58.890 --> 00:44:04.460

what we're looking for these days is to  
do something that matters. I mean we were

00:44:04.470 --> 00:44:09.020

just we're tired of feeding the beast you  
know, being in this rat race and whatever

00:44:09.030 --> 00:44:14.410

industry we choose and I mean I did it I  
was making the money I was doing and it lacked

00:44:14.420 --> 00:44:21.270

a purpose so I think when purposes is  
found when we're able to give back and so

00:44:21.280 --> 00:44:25.570

what I would encourage is whatever we do  
whatever whatever path you go down be

00:44:25.580 --> 00:44:28.090

an ambassador. Find

00:44:28.130 --> 00:44:32.610

a vulnerable population that you love and  
be an ambassador in your company and like,

00:44:32.620 --> 00:44:36.950

"Hey we need to give back! I suggest we give  
back to these people who I love!" and

00:44:36.960 --> 00:44:37.240

find

00:44:37.250 --> 00:44:43.150

a way how it coincides with the vision of  
the business and how it's a win-win situation

00:44:43.160 --> 00:44:48.370

for everybody and market it so that you know  
they get the love and start working but

00:44:48.410 --> 00:44:53.000

also start fulfilling your own  
purpose because man to make money is just

00:44:53.040 --> 00:44:59.930

a little time I mean it's nothing. Money  
is easy you know it's it's something's

00:44:59.940 --> 00:45:02.280

bigger out there so, that's all.

— End of Transcription —